

Marketing Education – Coordinated Plans of Study for ND Career and Technical Education or Academic Scholarships

Marketing Career Cluster

Professional Sales/Merchandising/Marketing Communication			Marketing Management		
Course Code	Description	No. of Credits	Course Code	Description	No. of Credits
04080/ 14230	Principles of Marketing/ Business Fundamentals	½ or 1	04080/ 14230	Principles of Marketing/ Business Fundamentals	½ or 1
04210	Marketing I	1	04081/ 14095	Principles of Finance/ Financial Literacy	½ / ½ or 1
04215	Marketing II	1	04082	Business Finance	½ or 1
04223	Management	1	04110	Principles of Entrepreneurship	½ or 1
04235	Social Media Marketing	½ or 1	04111	Entrepreneurship	½ or 1
04239	Principles of Sports & Entertainment Marketing	½	04210	Marketing I	1
04240	Sports & Entertainment Marketing	½ or 1	04215	Marketing II	1
04310	International Marketing	½	04223/ 14231 & 14232	Management/ Management I & II	1/ ½ & ½
04290	School Based Enterprise	½ or 1	04235	Social Media Marketing	½ or 1
04999	Cooperative Work Experience	½ or 1	04290	School Based Enterprise	½ or 1
			04999	Cooperative Work Experience	½ or 1
Must complete at least 2 credits			Must complete at least 2 credits		